

## ABSTRACT

A product registration system and method is disclosed that automatically registers a product with a manufacturer. In the product registration system, a point of sale system obtains a communication code that is associated with a product and transfers the communication code to a code processing system. Examples of the communication code include a phone card code or a pre-paid phone card code. The code processing system processes the communication code to determine manufacturer information for the product. The code processing system transfers a product registration request to a manufacturer registration system based on the manufacturer information to register the product with the manufacturer. The code processing system also transfers the communication code and a communication code activation request to a communication code activation system to activate the communication code. The product registration system advantageously automates product registration and communication code activation.